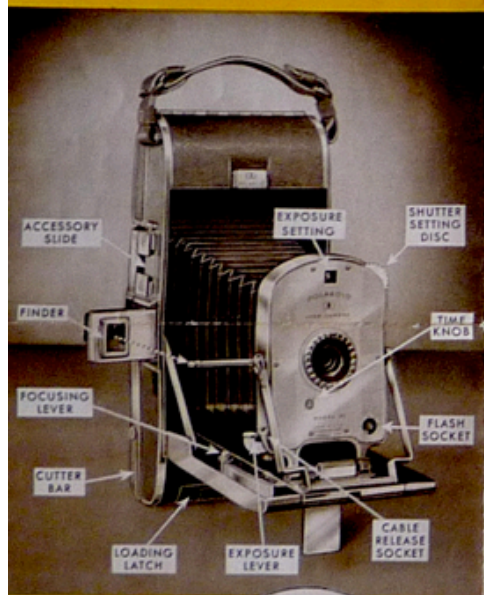


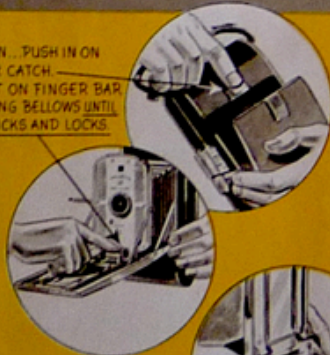
# It's easy!

to make finished pictures  
in a minute with your

## POLAROID *Land* CAMERA



TO OPEN... PUSH IN ON COVER CATCH. PULL OUT ON FINGER BAR, EXTENDING BELLOWS UNTIL SLIDE CLICKS AND LOCKS.

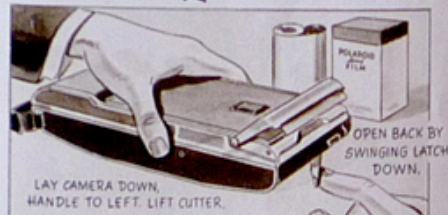


TO CLOSE... PUSH FINGER BAR ALL THE WAY IN, CLOSE COVER BY PRESSING ON BOTH SIDE SUPPORTS.



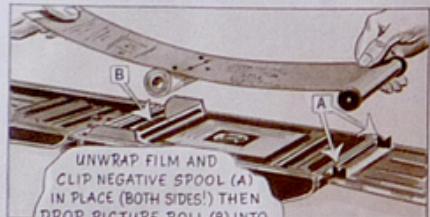
# Load it!

WITH POLAROID *Land* FILM

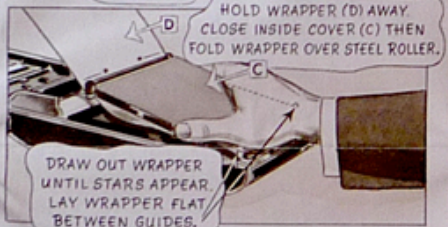


LAY CAMERA DOWN, HANDLE TO LEFT. LIFT CUTTER.

CHECK: MAKE SURE BOTH STEEL ROLLERS INSIDE ARE CLEAN



UNWRAP FILM AND CLIP NEGATIVE SPOOL (A) IN PLACE (BOTH SIDES!) THEN DROP PICTURE ROLL (B) INTO ITS HOLDER



HOLD WRAPPER (D) AWAY, CLOSE INSIDE COVER (C) THEN FOLD WRAPPER OVER STEEL ROLLER.

DRAW OUT WRAPPER UNTIL STARS APPEAR, LAY WRAPPER FLAT BETWEEN GUIDES.



CLOSE CAMERA-BACK, SQUEEZE TIGHTLY SHUT AND SWING LATCH TO LOCK.

WRAPPER EXTENDS BEYOND SLOT.



PULL WRAPPER ALL THE WAY OUT UNTIL IT STOPS AUTOMATICALLY. YOU ARE NOW READY TO SNAP THE FIRST PICTURE.



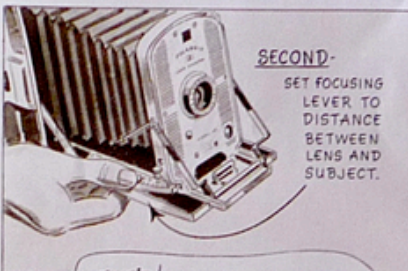
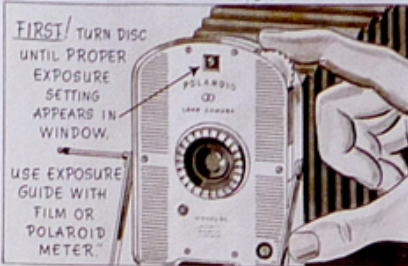
TO TEAR OFF EXCESS PAPER ALWAYS USE CUTTER BAR, HOLDING IT DOWN WITH YOUR THUMB.

# Snap it!



FIRST! TURN DISC UNTIL PROPER EXPOSURE SETTING APPEARS IN WINDOW.

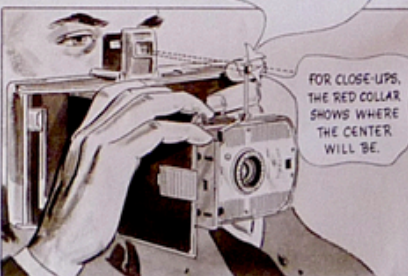
USE EXPOSURE GUIDE WITH FILM OR POLAROID METER.



SECOND-

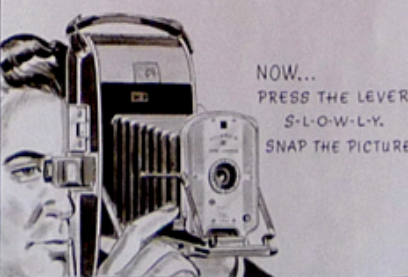
SET FOCUSING LEVER TO DISTANCE BETWEEN LENS AND SUBJECT.

THIRD! AIM CAMERA BY LOOKING THROUGH VIEW FINDER. PUT THE DOT WHERE YOU WANT THE CENTER OF THE PICTURE TO BE (PICTURES OVER 8 FEET.)



FOR CLOSE-UPS, THE RED COLLAR SHOWS WHERE THE CENTER WILL BE.

IF YOU WANT A VERTICAL SHOT, HOLD THE CAMERA LIKE THIS.



NOW... PRESS THE LEVER S-L-O-W-L-Y. SNAP THE PICTURE

# See it!

WITHIN A MINUTE

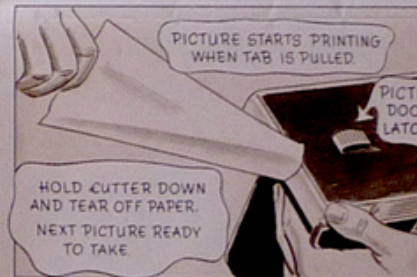


HOLD CAMERA AS SHOWN AND PRESS FILM RELEASE BUTTON. DO NOT HOLD IT DOWN.



LIFT CUTTER BAR—PULL OUT PAPER TAB WITH A SINGLE QUICK MOTION. IT STOPS AUTOMATICALLY! PULL ALL THE WAY UNTIL LINE SHOWS.

DON'T JERK... DON'T HESITATE



PICTURE STARTS PRINTING WHEN TAB IS PULLED.

HOLD CUTTER DOWN AND TEAR OFF PAPER. NEXT PICTURE READY TO TAKE.



WAIT ABOUT A MINUTE SLIDE LATCH TO OPEN PICTURE DOOR. START REMOVING PICTURE BY PUSHING AND LIFTING HERE.

LIFT PICTURE OUT ALONG PERFORATIONS



DON'T POINT THE TAB DIRECTLY AT THE SUN WHEN PULLING THE PICTURES